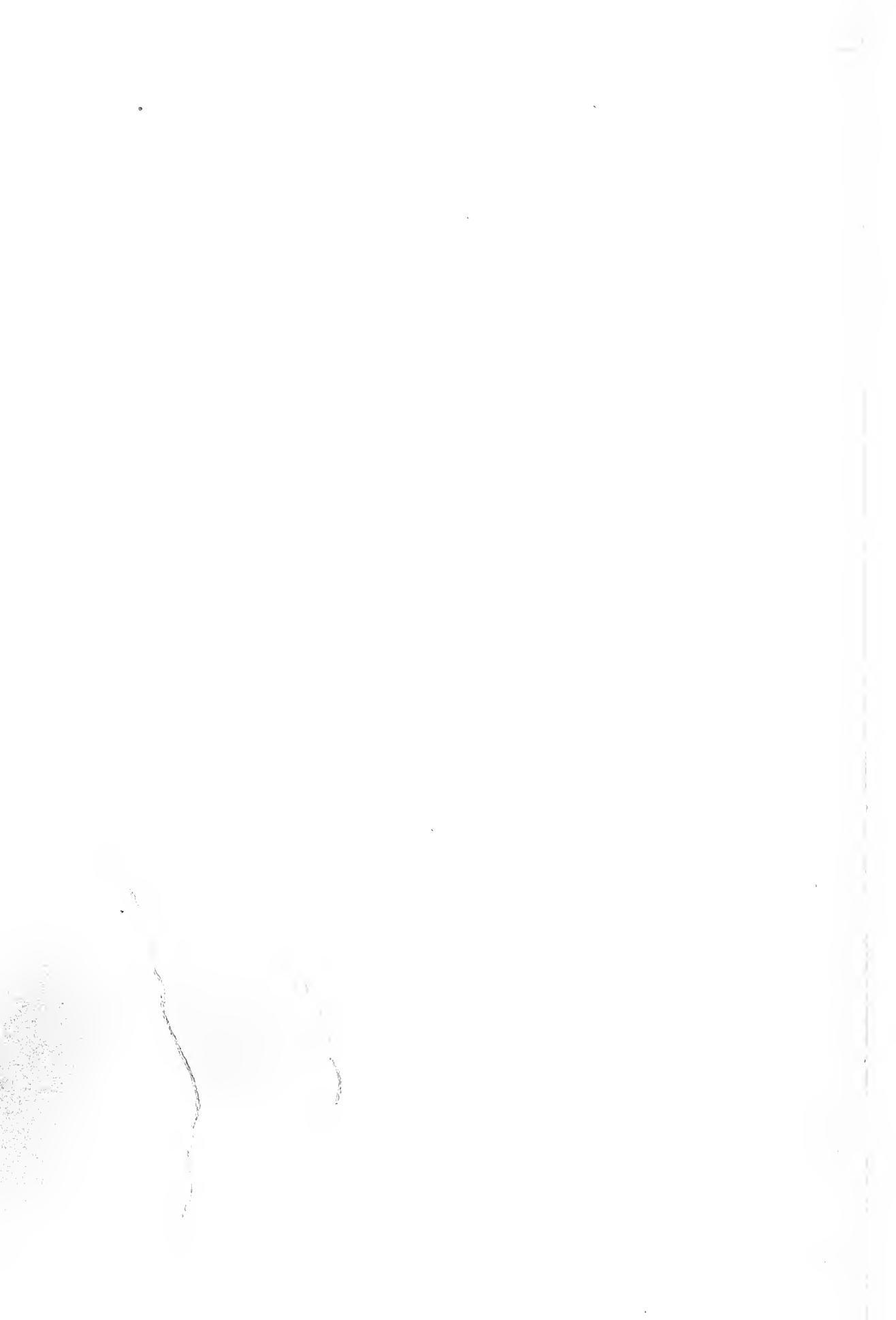


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THE E. G. HILL COMPANY

**RICHMOND
INDIANA**

1918



**OUR THREE
SPECIALTIES**

**Roses
Carnations
and
'Mums**

**QUALITY
FIRST**



Columbia

OUR TERMS OF SALE

Size of Plants	All stock is from 2 or 2 $\frac{1}{4}$ -inch pots unless otherwise stated.
Discount for Cash	Two per cent. discount for cash with order. All bills subject to draft in 60 days, unless otherwise agreed upon.
Reference	Orders from unknown correspondents must be accompanied by cash or satisfactory reference; don't fail to send reference, as this will save you time.
Express Rates	Special rates on plants are granted by all leading Express companies.
How We Pack	No firm in the country packs lighter or more securely than we; we have this department down to a science; we promise liberal count and careful labeling; our plants do not shift in the box. Boxes and packing will be charged at lowest cost price.
Satisfaction Promised	In filling your orders we shall do our very best to make every shipment satisfactory and profitable to you; in any case where we fail to do this, please report to us within five days (not after a while) for adjustment.
Damage in Transit	<p>IMPORTANT—Any claims for damage in transit must be made promptly to express agent at destination, as he can examine shipment and verify claim; then report to us.</p> <p>No order for less than \$3.00 filled.</p> <p>No order for less than 25 of the low-priced standard varieties can be filled at the hundred rate.</p>

THE E. G. HILL COMPANY
RICHMOND, INDIANA



Chrysanthemum Society of America

APPLICATION FOR MEMBERSHIP

Date_____

Chas. W. Johnson, Secretary
2242 West 109th St., Chicago, Ill.

I enclose \$2.00 Annual dues for 1918 for which I wish to be enrolled a member of the Chrysanthemum Society of America.

Name _____

Local Address _____

City and State _____

The Rose Outlook for 1918

FIRST for consideration comes COLUMBIA; on another page we are telling with absolute frankness what we know of this rose, and the trade has a right to exact this of us; the giving of space to an untried rose is a serious matter at any time, but we are convinced that the American rose-grower can do himself no better turn than give all the space he can spare to this strong, clean, free growing, free flowering, bright pink variety, which holds its color so finely through the short, dark days of winter, and is always coming up and "going over the top."

We could fill pages with enthusiastic comments by the best Rose Growers of the country who have seen it growing.

Come and see for yourself.

Then there is OPHELIA SUPREME, a sport from *Ophelia*, originating with *Dailledouze Bros.*, who are very critical growers; it has all the fine points of the parent in addition to more petals and a higher tone of pink; it is considered by all who have seen it, a very valuable addition to the forcing section.

MME. COLETTE MARTINET, *Pernet-Ducher's* copper-orange variety, looks good on the bench; the color is very deep and clear and holds well, which can be said of few yellow sorts; grafted stock failed to make good last year, and it has been proved that *Colette* must be used as own-root, for like *Sunburst*, it will not do on *Manetti*.

It is a nice grower, free in bloom, and those wanting a yellow different from *Ward* and *Sunburst* will like to try this variety.

Roses for Florists' Cut Flower Culture

For prices see page 5

As we are specializing on Cut-Flower varieties, the sorts following embrace only the best standard varieties for this purpose.

Knowing the extreme importance to the grower of having strong, clean stock for his planting, no pains nor expense is spared along the line of the production of strong, healthy wood for own-root propagation, and also for cions for grafting purposes.

Our own-root stock is known over the country as being in a class by itself, and our price list will assure any florist that our margin of profit will be small, for while every cost of production has risen, our prices are raised very little and on only a few varieties.

It pays the cut-flower grower to be sure that he is buying the best quality that can be produced; our young roses are sturdy stock, heavy stemmed, and made from flowering wood; the first cost is not the only thing to be considered;—there's your space for the coming year!

Grafted Roses

Only the *Best British Manetti* used, as we have found that *French Manetti* is not so well adapted for the American cut-flower trade.

Our bench roses are absolutely clean and healthy, are in fine growth so we can guarantee quality stock.

See list and prices.

Rose Index of Prices

	OWN ROOT		GRAFTED	
	Per 100	Per 1000	Per 100	Per 1000
"Baby-Doll" (see Tip-Top)	\$ 4 00	\$ 40 00
Columbia (See page 6 for graduated prices)	30 00	250 00	\$35 00	\$300 00
Double White Killarney	6 00	50 00	15 00	140 00
Double Ophelia	30 00
Graf Zeppelin	4 00	35 00
Hoosier Beauty	7 00	60 00	15 00	140 00
Hadley	7 00	60 00
Jonkher Mock	5 00	40 00
Killarney	5 00	40 00	15 00	140 00
Killarney, White	5 00	40 00	15 00	140 00
Killarney, Double White	6 00	50 00
Killarney, Brilliant	5 00	40 00	15 00	140 00
Kaiserin Aug. Victoria	4 50	40 00
Lady Alice Stanley	7 00	60 00
Mrs. Chas. W. Russell	10 00	100 00
Mrs. Geo. Shawyer	6 00	50 00
Mrs. Aaron Ward	6 00	50 00	15 00	140 00
Mlle. Cecile Brunner	4 00	40 00
Maman Cochet	4 00	30 00
Maman Cochet, White	4 00	30 00
My Maryland	6 00	50 00
Mme. Colette Martinet	10 00	100 00
Ophelia	6 00	50 00	15 00	140 00
Ophelia Supreme (Further prices, page 7) .	30 00	250 00	35 00	300 00
Red Rover	20 00
Radiance	5 00	40 00
Red Radiance, Washington	10 00	80 00
Sunburst	7 00	60 00
Tipperary	5 00	40 00
Tip-Top (see "Baby-Doll")	4 00	40 00
White M. Cochet	4 00	30 00
White Killarney	5 00	40 00	15 00	140 00

Columbia

Already Well Known to the Trade



It is a Big Rose, the open flower measuring nearly 6 inches across takes on a wonderful depth, and is as lasting as **Russell**, and as full of petals.

True Pink, about the shade of a perfect Shawyer, deepening as it opens to glowing pink; a peculiarity of the variety is that the shades all become more intense until the full maturity of the open flower is reached, and this color is enduring.

This Variety sends up quickly numerous stiff stems which are of fine length without pinching, and to produce **Extras** and **Specials** requires less attention to pinching than any variety that we

know, as it naturally throws long, stiff, smooth stems.

Thornless for 10 to 12 inches below the flower, as well as very few thorns on the lower stem.

An "**easy doer**," easy to root, easy to graft, **ABSOLUTELY FREE FROM MILDEW AND SPOT.**

Every rose grower who has seen it growing is enthusiastic about it; come and see it yourself; a big Eastern Rose man looking over the benches said, "We thought 'E. G.' was putting it pretty strong, but he did not say half enough for Columbia."

SPRING GRAFTS were showing 6 to 10 **BREAKS** by **OCTOBER FIRST**, which is a record which guarantees **PROFITS TO THE GROWER.**

An all-the-year-round rose.

Being fully "double" makes it a fine Summer rose, while it is free in bloom and easy of management throughout the year.

Hundreds of florists visiting Richmond the past year can substantiate the above description.

OWN ROOT

Price	Quantity
\$ 30.00	per 100
70.00	per 250
250.00	per 1,000
1,125.00	per 5,000
2,125.00	per 10,000

500 at thousand rate.

GRAFTED

Price	Quantity
\$ 35.00	per 100
82.50	per 250
300.00	per 1,000
1,375.00	per 5,000
2,625.00	per 10,000

500 at thousand rate.

Ophelia Supreme

(Dailledouze Bros.)

New Rose-pink sport of **Ophelia**, color, light rose-pink with darker shading in the center and yellow at the base of each petal, much like **Souv. De La Malmaison** but decidedly brighter.

Habit—Has the same superb growth, foliage, and quick-cropping qualities as its parent.

Petalage—Will average four to five petals

more than **Ophelia**, making it a much better half-open rose.

Very fragrant.

Same graduated prices as **Columbia**.

Own Root—\$30 per 100; \$250 per 1,000.

Grafts—\$35 per 100; \$300 per 1,000.

Mme. Collette Martinet

(Pernet-Ducher)

Coppery-orange, with pointed bud; holds the color finely.

Thick, dark foliage, well spaced on the stem

which is of good length; quite distinct from every other yellow, quite free in bloom; does not

work on manetti and is offered in own root only.

\$10 per 100; \$100 per 1000.



Double Ophelia

Double Ophelia

Seedling No. 128

(Hill)

Very similar to **Ophelia** from which it is a seedling; this is another Big Rose, with double as many petals as the parent, opening freely into a beautifully finished form; color, bright rosy pink, the bud showing a glowing center; lovely rose color when open, and of beautiful, regal form.

Own Root—\$30 per 100; \$250 per 1000.

Grafted—\$35 per 100; \$300 per 1000.



"Corsage Buds" bunched, ready for packing

Standard Sorts

"BABY DOLL"

(See Tip-Top)

The gold and carmine "Baby" Rose.

GRAF ZEPPELIN

To our mind, this is the most beautiful of all the hardy "**Rambler**" roses; every retail florist in the country should grow it; one of its finest points is that it comes into bloom two weeks earlier than **Crimson Rambler**, which makes it doubly valuable; the color is pure bright rose of irresistible shade; the individual flowers are large for the type, borne upright in bouquets of very elegant form.

It is the only Rambler in our collection be-

cause we feel that every general florist should have it.

HADLEY

This is a nice, bushy grower, and produces dark crimson-scarlet buds on good stems, and of magnificent size, form, and texture; with a number of expert growers it outclasses every standard variety of whatever color.

HOOSIER BEAUTY

The most profitable red rose to date, velvety crimson scarlet, and as free as **Ophelia** with most growers; color irresistible.

We are sure that even exclusive of the short stems, this variety produces more good buds to

**Hoosier Beauty**

the plant than any red variety now before the trade.

Free and continuous, flowers on every shoot. Easy to do; does not need pinching.

Clean in growth, does not mildew nor spot; takes a trifle lower temperature than Killarney.

JONKHER MOCK

The Giant La France; heavy in stem, large in flower, lovely in color, two tones of rich pink, deliciously fragrant; "made in Holland." Winner of gold medals.

KAISERIN AUGUSTA VICTORIA

The beautiful summer white, indispensable with many firms.

Good own-root stock only, summer propagated, repotted and grown on into fine, strong, heavy, 2¼-inch. Our Kaiserin is recognized as of high quality, and white roses are scarce.

KILLARNEY

Our stock is fine—both own root and grafted

WHITE KILLARNEY

Our only white forcing variety for the present, except

DOUBLE WHITE KILLARNEY

With many growers used in preference to the original **White Killarney**, as it has many more petals and makes a finer flower for warm weather use.

KILLARNEY BRILLIANT

This variety in many establishments is superseding old Killarney which cannot be depended upon to hold its color; even when Killarney Brilliant runs lighter, it is still a good shade which sells well, when the older sort cannot be given away when "off color."

Under high culture in Winter, no red rose, except Hadley, makes so grand a showing of high toned crimson-scarlet, of splendid long pointed flowers, and stiff stems.

LADY ALICE STANLEY

A beautiful two-tone pink, pure rose on the outer petals, shell-pink within; the bud is long, pointed and plump and opens into a perfectly rounded rose of large size, composed of broad petals of heavy texture; the foliage is noticeably large and fine. Very high class, and deliciously fragrant.

MRS. CHAS. W. RUSSELL

In a class by itself just as American Beauty is. Bright, deep cerise pink. Enormous in size; a wonderful keeper.

MRS. GEO. SHAWYER

Wonderfully free in bloom, profuse in production of good strong breaks, and of fine leathery foliage.

Color, bright peach-pink; buds long and well filled, carried on 3 and 4-foot stems; a first favorite with a great many growers, and the majority vote for own-root stock of this variety. We quote own root only.

MRS. AARON WARD

A rose that sells as well on short stems as long, and in immense quantities; the ideal corsage variety and very freely used for low table decorations.

Has the prettiest foliage of any forcing variety, carried quite up to the flower, which is intense orange in color; one of the loveliest roses grown; nothing like it.

Mlle. CECILE BRUNNER

Synonyms, "**Mignon**" and "**Sweetheart**."

The tiny pink Polyantha rose, extremely useful in the cut flower trade where it has acquired new popularity the past few years. Forces nicely in the winter time.

Indispensable for store and retail trade; appeals to exclusive buyers, as well as to the general public.

Mlle. Brunner, together with **Tip Top** another "Baby" rose, and **Tipperary** and **Mrs. Aaron Ward** are the four miniature roses, which should be grown by every general florist; they have a place which none of the larger roses can fill.

MY MARYLAND

Lovely glowing pink; the freest rose in growth and bloom that we know. A splendid bedder. A grand summer variety for cutting.

Our stock is fine, summer propagated and once repotted.

Sells in enormous quantity each year, and is in constantly increasing demand, as florists find its value as a warm weather cut flower variety.

MME. COLETTE MARTINET

Old-golden yellow, holding its color exceptionally well as the flower opens; quite free in growth and also in bloom; offered in own-root stock only, as, like most yellows, it is uncertain on manetti. The habit reminds one of *Perle des Jardines*.

MAMAN COCHET

The summer blooming pink variety on which many florists depend for cutting; the very best of out-door roses.

We carry a large stock of extra well grown plants of it—also of the **White Cochet**.

OPHELIA

The queen of fancy roses—orange-salmon in color. No forcing variety ever attained such wide popularity so promptly, and, up to the present, it tops the list for profit.

No other forcing rose compares with it for "coming back" quickly after cutting.

It has the handsomest foliage in the family, "ample," large and of wonderful texture; noted for its splendid stems; it is the most fragrant of forcing varieties, with the full "June-rose" fragrance, and never drops its petals.

OPHELIA SUPREME

The Dailedouze sport of **Ophelia**.

See page 7.

RADIANCE

A grand, free-growing, big-habited rose, with long stems, and globular blooms of intense rose-pink color; very fragrant. A fine Summer variety, and the finest of all the out-door pink bedding roses. Always in heavy demand, showing its popularity as a bedder over the whole country. Fragrance delicious.

RED RADIANCE

The **Washington Red** Radiance.

A glowing crimson sport of **Radiance** with all the magnificent qualities of the parent; the enormous globular flowers on heavy canes are a sight to be long remembered. This variety will be in very heavy demand as soon as it is known.

The color is dazzling crimson-scarlet, an improvement on the other sports that have appeared.

RED ROVER

A very full, finely formed flower of great depth, showing row upon row of petals symmetrically arranged; color much the tone of *Milady*; a fine Summer red.

SUNBURST

The big yellow, all-the-year-round rose; grand for Summer cutting and magnificent throughout the year. A wonderful keeper and with marvelous orange color, sometimes shading to cream. Own root only, as it does not do well when grafted.

TIPPERARY

A pure yellow, small-flowered rose, which can be used much as **Mrs. Aaron Ward** is used, **Mrs. Ward** being the mother plant.

It always throws stiff stems, is quite continuous in bloom and has beautiful foliage. The open flower is quite full.

TIP-TOP

Peter Lambert's "Baby Doll." A tiny **Sweet-heart** rose of marvelous color, golden yellow tipped with bright rose; the little buds and blooms are very perfect in form, long and

pointed, borne singly or in small clusters. Foliage narrow and sharply pointed.

WHITE COCHET

The white form of **Maman Cochet**; a grand Summer bedder, and where florists can use outdoor roses, this is the very best and most durable white.

WHITE KILLARNEY

See description, page 9.



Our Rooted Cuttings of Carnations

are known all over the United States for their quality; our stock plants are not allowed to bloom in the bench but are grown for cuttings only; they are rooted in sand from Lake Michigan, which is never used the second time; all along the line of handling them, every precaution is taken to keep them up to the highest quality; they are fully worth the prices listed, for it is *Quality that counts* with carnations.



Standard Varieties

Strong Rooted Cuttings

WHITES

MATCHLESS

With careful growers who regard quality of stock above all other considerations, **Matchless** ranks first; it is the most durable of carnations when cut, which is a paramount value.

Easy to handle along every line, of great beauty, fine in form, our finest every-day white—both early and continuous.

\$3 per 100; \$25 per 1000.

WHITE WONDER

Begins blooming early and continues throughout the season; snow-white, fragrant perfect in form, large in size, good stems, healthy and free.

\$3 per 100; \$25 per 1000.

WHITE ENCHANTRESS

Ours is a carefully selected strain, in perfect condition, and in good health.

\$3 per 100; \$25 per 1000.

SCARLETS AND CRIMSON

NEBRASKA

This variety is an aspirant for first place; brings good quality flowers early; the color is brilliant, it is stiff stemmed and free.

\$4.50 per 100; \$40 per 1000.

POCAHONTAS

Velvety crimson with scarlet shadings; the very finest of its color; indispensable and very popular.

\$3.50 per 100; \$30 per 1000.

BELLE WASHBURN

Brilliant red, of splendid size and color, on 36-inch stems by mid-season; strong calyx; free and continuous, coming into bloom by December 1.

\$3.50 per 100; \$30 per 1000.

BEACON

Still "the" standard red; probably the freest carnation in existence. Our stock is in perfect condition, and has shown no deterioration. Carefully selected.

\$3 per 100; \$25 per 100.

PINK VARIETIES

A. ROPER

(Novelty of 1917)

Tall and stiff-stemmed, of big type, with large flowers of scarlet-cerise; very intense in color; very showy variety.

\$6 per 100; \$50 per 1000.

ALICE

This fine new sort is of the type of **Pink Delight** and of more even color; it gives double the number of blooms of that variety and consequently is being planted in large quantity; lovely blush pink, of medium size, has a fine habit, free in growth and not difficult to propagate.

\$3 per 100; \$25 per 1000.

ALICE COOMBS

Clear, bright pink, of **Gloriosa** tone of color; one of the large flowered section.

\$3 per 100; \$25 per 1000.

ENCHANTRESS SUPREME

Light salmon pink that endures full exposure to the sun without bleaching; does not burst.

\$3 per 100; \$25 per 1000.

ENCHANTRESS

Still the leader with a great many florists who put their chief dependence on it and its white sport.

By persistent and careful selection of cuttings, our stock is prime—truly “select.”

\$3 per 100; \$25 per 1000.

ROSE-PINK

Still indispensable to many growers.

\$3 per 100; \$25 per 1000.

GOOD CHEER

Pure, glowing pink, a trifle more intense than **Gloriosa**; stems, extra long and stiff.

\$3 per 100; \$25 per 1000.

NANCY

Light salmon, a little deeper than **Pink Delight**

and more even in color. Blooms 3 inches and over, never shows a bursted calyx; stems upright; as a producer stands high among commercial varieties.

\$3 per 100; \$25 per 1000.

MRS. C. W. WARD

A perfectly formed flower with full center; color, deep pink, of pure brilliant shade, having strong, erect stems 24 to 36 inches in length. The most popular pink variety on the market.

\$3 per 100; \$25 per 1000.

COTTAGE MAID

A novelty of 1917, being a sport of **Mrs. C. W. Ward**, same habit, same general characteristics, while the color is light pink; it never fades, the color deepening in Spring and Fall.

\$6 per 100; \$50 per 1000.

**THE LOVELY VARIEGATED****BENORA**

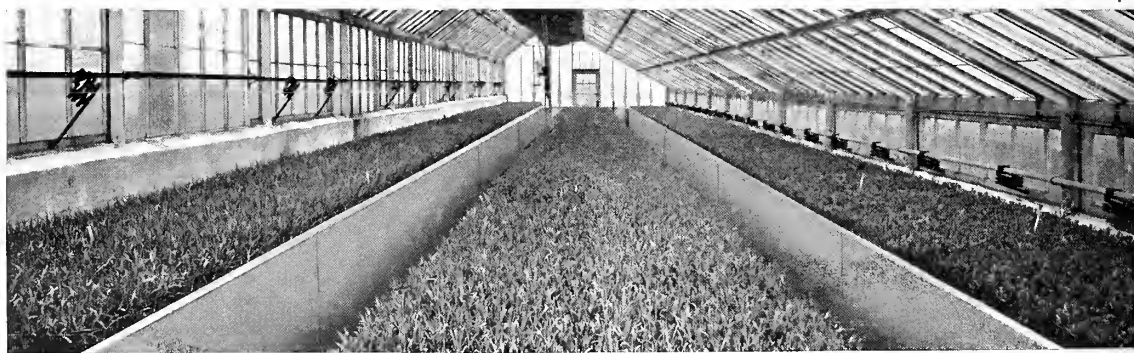
Clear white, penciled with bright red. Narrow foliage; good stems. Flowers large, freely produced. Very clear-cut and beautiful; keeps like an “everlasting flower.” No collection is complete without it.

\$3.50 per 100; \$30 per 1000.

AND OUR ONLY YELLOW**YELLOW PRINCE**

(Dorner's)

\$4 per 100; \$35 per 1000.



Carnation Cuttings in the Sand

Note the cement benches—both side and upper ventilation, and top curtain to shut off direct draft.

Chrysanthemums

Every 'mum grower is on the alert for "something better" than he already has; no florist dares to stand still these days or he will find himself left behind and out-classed by his competitor.

Here are a few pointers that may be helpful in making up your planting list:

RICHMOND is the best commercial yellow of its date—October 20.

WHITTIER is exactly like *Richmond* except in foliage and date; we believe that this is going to out-class every other late yellow; both sorts have the perfect smoothness of finish so greatly admired, beside every other good point that a commercial should possess—notably, texture, keeping qualities.

POMPONS to SINGLE STEM. If you have caught on to the high value of single-stem Pompons, you will want a goodly quantity of *Mariana*, *Helen Newberry*, *Lillian Doty*, *White Doty*, *Illona* and *Peace*, and now Mr. Totty is giving us a "Yellow Doty" in *Connie Dick*.

They are profitable to grow in this way, and flower buyers are delighted with these graceful miniature sorts with all the finish of the Big Ones.

SMITH'S EARLY ROSE is a real commercial acquisition, a pleasing shade of rose color, ready to cut October 15—a color much needed for this date.

JOSEPHINE FOLEY has made many friends as a white of its date; it is a "big one."

TIGER is another splendid commercial yellow, of fine golden shade, and substantial incurving form.

and

Totty's ALICE DAY is everything that can be desired in a white, which blooms October 10th; one of the *smoothest, clearest whites* that has ever appeared among commercials, and of perfect incurving form—handles well as to culture—also on the counter.

Novelties of 1917-18

The Wells-Pockett-Totty Set for 1918

The magnificence of previous Exhibition "sets" makes fancy growers eager for the later offerings; they "can't be beat" on the Exhibition table.

\$2 per plant; \$20 per dozen.

MRS. H. S. FIRESTONE

The outstanding novelty of the year. Wonderfully massive with rigid stem. Color, pink and chamois-buff. The finest of "other color" varieties. 4½ feet. First bud after August 15th.

JOAN OF ARC

Named by Prest. Wilson at the Cleveland show; of **Prest. Carnot** type; stem stiff, carries the flower quite upright; flower enormous, beau-

tifully reflexed, a fine white. Crown bud, August 15th and later.

MRS. W. DENNIS

Very distinct and of fine pink color, the largest pink to date—of fine tone. A1 for exhibition. Take the bud after August 20th.

MRS. J. OGDEN ARMOUR

A gorgeous crimson, color of Pockett's crimson, and of the very largest size. Take the bud about August 25th.

Also

BRONZE UNAKA

Those growers who value **Unaka** will welcome its sport which is a lively shade of color; coming by October 10th makes it valuable.

\$3 per dozen; \$20 per 100.



YELLOW ADVANCE

The **Yellow Advance** is a sport, identical with the parent except in color which is bright yellow; this will prove a real boon to commercial cut flower growers.

\$3 per dozen; \$20 per 100.

BRONZE BUCKINGHAM

With many commercial growers, the only

single variety found profitable is **Mrs. Buckingham**, on account of its earliness and its staying qualities; the sport is an exact duplicate, except that it is a brilliant coppery rosy-bronze, quite startling in tone.

\$3 per dozen; \$20 per 100.

CONNIE DICK

Has been styled the "Yellow Doty"—identical with the Dotys except that it is a clear glowing yellow; this variety, also, will meet a warm reception, as the trade was anxious for this very thing—a **yellow** to complete the Doty family.

\$3 per dozen; \$20 per 100.

The Novelties of 1917

RICHMOND

(Hill)

This variety won the C. S. A. cup at Philadelphia November 8th as the best new seedling of 1916; it scored 91 before the Chicago Committee on October 28th.

The variety has a long season of bloom, as noted above; can be cut in good condition on October 20, and was still in fine shape and traveled to Philadelphia on November 8th.

The variety is noticeable for its **fine form**, perfect **fullness**, its silk-like **finish**, and the **perfect uniformity** on the bench, it is absolutely free from culls. Bright golden yellow, and unsurpassed among commercials. Take the bud August 25th.

WHITTIER

(Hill)

Scored 90 before the Chicago Committee, and 89 before the Philadelphia Committee November 18. It is best described as a **later Richmond**; the two sorts are very similar save in foliage; they have the same golden yellow color, the same round commercial form, and the same satisfactory growth. A splendid yellow.

We believe that this is the very best late yellow, and promises to rank above **Yellow Eaton** and **Golden Chadwick**. A grand keeper.

Take the bud September 1st.



Mariana

MARIANA

(Hill)

Our only novelty Pompon, belonging in the large-flowered class; when grown to a single stem, it is like an **Early Helen Newberry** of perfectly rounded finish—very smooth—a ball of snow; grown naturally it has fine sprays for bunching; very productive and pure white, with fine stems.



Richmond

MISS ELIZABETH SMITH

(Hill)

Round as an apple, much the color of a good orange ("**Roman Gold**" tint). Quite full; an early mid-season sort of this very popular shade. Has beautiful stem and foliage. Easy to do, compact and a good keeper.

Take the bud Sept. 1.

NIPHETOS

(Hill)

(Mid-October White)

A seedling from **Smith's Advance**. Scored 90 before the Chicago Committee on October 14th, 1916; this will make a large-flowered successor for **Smith's Advance**, something that has been badly needed as a commercial white.

Take the bud Sept. 1.

The Wells-Pockett-Totty Set, 1917

These were six unusually fine and unique varieties which showed up in great shape on the exhibition tables of the past Fall.

They will be hard to beat.

NAG-IR-ROC

Deepest orange and bronzy yellow; 45 inches in circumference; every petal reflexing and curling; every bud makes a splendid flower; take the bud after August 15th.

Color most brilliant; every bloom well filled.

BOULE D'OR

Color clear maize-yellow, magnificent flower of largest size, a perfect hemisphere; crown bud after August 10th. Immense petals.

LOUISA POCKETT

Purest white; Mr. Pockett says it is his greatest achievement and that it will displace Wm. Turner. (Handle exactly as you do Turner.)

Sometimes comes lightly flushed like shining mother of pearl; extremely fine of finish.

PRESIDENT JOHN EVERITT

A perfect ball, Chamois-buff and red in color, 27 inches in circumference; gorgeous exhibition bronze; bud after August 15th.

OCT. KING

Deep golden yellow with whorled petals, ready to cut the first week in October. Take bud after August 1st. No yellow can touch it for the early shows or openings. Simply magnificent.

WM. H. WAITE

Deep warm bronze, almost shading to scarlet; best bud about August 25th, to give brightest color.

This is one of the most brilliant and beautiful 'mums in the entire family; gorgeous in color and lovely in form. To our mind it is the very best scarlet bronze yet produced.

Elmer Smith's Set of 1917

DECEMBER QUEEN

The very latest yellow, November 25th to December 5th; of unusual size, 7 to 8 inches in diameter, regularly incurved, bright yellow approaching orange; do not use early buds, but select bud between September 20th and 30th.

\$35 per 100.

OCTOBER HERALD

Orange yellow much the shade of Old Gold, reflexed with twisted petals, and incurving cen-

ter, showing the color to the very best advantage. 8 inches in diameter. Select bud August 25th.

\$25 per 100.

MISS ANOLA WRIGHT

(Exhibition)

An exhibition pink, of large size, a round, very finely finished incurved of rose pink color, 8½ inches in diameter; select bud about August 30th.

\$25 per 100.

HELEN LEE

Very delicate pink or flesh, round and massive incurved; mid-season; select bud the last of August.

\$25 per 100.

SMITH'S IMPERIAL

Mr. Smith considers this his finest commercial white, fully developed October 22d; take any bud after August 25th. 4½ feet high, will bring

three to four perfect flowers per plant where medium sized blooms are preferred.

\$25 per 100.

YONDOTA

A beautiful rose-pink, maturing October 25th, from buds selected August 25th; flowers from later buds show an open center which are not objectionable if cut before fully matured.

\$25 per 100.

General Collection of Chrysanthemums

For Index and Price List see page 29.

THE BIG EARLIES

These are what you want for your early opening at your greenhouse or for the flower-shop; they are the most effective display advertising that you can use, for they make people talk about your flowers. All the following are extraordinary in size and fine in color:

Alice Lemon	Jas. Fraser	Marigold
Christy Matthewson	Mrs. Gilbert Drabble	Nerissa
Daily Mail	Mrs. J. Dunne	Niphetos
Gertrude Peers	Mrs. L. J. Reuter	Odessa
Golden Gleam	Mrs. W. E. Tricker	Ramapo
Golden Queen	Mrs. R. C. Pulling	Tiger
Josephine Foley	Miss Elizabeth Smith	Wm. Turner
		Yellow Turner

We offer two collections—

100 of the above (5 of a kind) for \$8.00.

or

50 of the above (5 of a kind) for \$4.00.

The Best 'Mums for Commercial Planting from Early to Late

Stem, form, color, and above all TEXTURE—which is durability—are very near to perfection in the following sorts.

Success with chrysanthemums means hustling them on; don't let them get a check at any time.

Make out your commercial list NOW and let us book your order for later shipment; do this while your experience the past Fall is fresh in your

mind; did you want more or less earlies than you had? Did you wish you had more lates? Do you need a better pink?

If you happen not to do the *Yellow Eaton* well, try some *Richmond* and *Whittier* for late yellow.

We believe the following list comprises the BEST SELLERS in the city markets.

Study your own market, and select to suit your own needs; the following are dependable sorts, early to late.

YELLOW

Golden Glow
Chrysolora
Golden Queen
Golden Gleam
Marigold
Tiger
Richmond
Golden Eaton
Golden Chadwick

WHITE

Advance
Alice Day
Early Frost
Niphetos
Josephine Foley
White Chieftain
Chadwick Improved
Timothy Eaton
Hamburg Late

PINK

Unaka
Early Rose
Chieftain
Mrs. Seidewitz

OTHER COLORS

Gertrude Peers
Glenview
Harvard
Browning



Alice Day

	Take Bud	Blooming Date		Take Bud	Blooming Date
Advance (Smith's) —This variety displaces every other of its date—first early; it has become indispensable in the cut-flower trade, and instead of deteriorating, it is becoming more dependable. The tone of color, pure white in the early buds, and the faint tone of shell when late buds are taken, are all equally good—Through Its yellow sport will be warmly wel- July 5 Sept. and comed; it is described on page 16.... to 15 Oct.			Crystal Gem —Early commercial, large in size, a good clear white, artistic in form, good stem and foliage and is ready to cut October 15.....Aug. 15 Oct. 15		
Alice Lemon —A beautiful light pink flower of enormous size; stem and foliage fine. Fine for early openings.....Aug. 15 Oct. 25			Col. Appleton —A fine old yellow, Sept. 15 Nov. 1		
Alice Day —An ideal commercial variety, flowering October 10 to 20, following Advance , snow-white, and no culls; round as a ball, of very fine finish, easy to do; can be planted close; has good stiff stems, and of moderate height. A top-notch second early.....Sept. 1 Oct. 15			Chadwick Improved —Pure snow-white, never tints; as fine as the original with absolute purity of color; best late white.....Sept. 20 Late		
Artista —A big exhibition variety, in the class with Turner and Odessa , white tinted cream at base.....Aug. 20 Oct. 30			Dr. Enguehard —Good commercial variety; color, pink; stem and foliage perfect; 4 feet. Be sure and use the late bud; earlier buds bring poor flowers.....Sept. 5 Late		
Adele Griswold —An enormous flower of pure bright pink, with foliage well carried. Form and color grand. 5 feet. One of the best.....Aug. 20 Nov. 1			Daily Mail —Exhibition; growth, foliage and flower are alike enormous. Color is a deep chestnut yellow.....Aug. 20 Nov. 5		
Bob Pulling —A grand exhibition yellow, of wonderful size, composed of petals an inch and a half in width, and 10 inches long. The form shows its great size to its best advantage. A top-notch show variety.....Aug. 1 Nov. 1			Earl Kitchener —Amaranth with a silvery reverse. An enormous flower in a color not too plentiful in exhibition 'mums at the present time. Stem, foliage and flower are alike tremendous.....Aug. 20 Nov. 1		
Browning —A very late tawny bronze or reddish orange; flat petals with center rising in an erect tuft. Late Fine stem and foliage.....bud Nov. 20			Early Frost —Early white commercial, which follows Advance , and has made a good record; the color is very pure white; the form a shapely in-Aug. 20 curved, quite full and rounded. Extra and fine for pot culture.....later Oct. 20		
Chas. Rager —Flower nicely incurving in form; pure snow-white with a grand stem, and handsome foliage; a very easy doer.....Sept. 1 Nov. 1			Early Rose —A seedling from Smith's Advance . Rose color; diameter 6 inches, perfectly incurved; a beautiful and valuable addition to the early commercial section; flowers full Aug. 20 when bud is taken.....or later Oct. 15		
Chieftain —Is among pinks what Bonnaillon is among yellows; no culls in the variety; perfect in form and color, and the very best commercial pink in existence.....Sept. 10 Oct. 25			F. T. Quittenton —A magnificent crimson for exhibition; every petal Aug. 25 reflexed; does not burn. Fine grower, and good stem. later Nov. 1		
Christy Matthewson —A big, fine 'mum, full and massive; very distinct in form. Pure snow-white of enormous size, fine keeper; one of the showiest 'mums of its date; splendid for early exhibits and store openings.....Aug. 15 Oct. 15			Golden Gleam —A commercial yellow of the most intense shade; slightly incurving in the center, outer petals level or a trifle reflexed. Has stiff stem and good foliage; matures about October 20th. Is being recognized as one of the most profitable to grow....Aug. 30 Oct. 20		
Chrysolora —A large incurved, with perfect stem and foliage; reject the about early crowns.....Aug. 15 Oct. 15			Golden Queen —A fine commercial yellow, round flowered, of good size, splendid form, and bright shade; better than Chrysolora with many growers.....Aug. 10 Oct. 10		
			Golden Wedding —Nothing finer among yellows; shines like burnished gold; the standard for measuring color; 4½ feet.....Sept. 10 Late		
			Golden Glow —Bright yellow, of velvety finish; fine stem and foliage. Flower 5½ inches in diameter; the very earliest yellow.....July 5 Aug. 20		


THE E. G. HILL COMPANY

	Take Bud	Blooming Date		Take Bud	Blooming Date
Golden Chadwick —The best late commercial yellow; a perfect Chadwick in a grand color; can be had very-late, 4½ feet. Ours is not "Yellow Chadwick," but a deep golden strain.....			can be shown nicely on a 24-inch stem. Fine in finish.....	Sept. 1	Nov. 1
			H. E. Converse —Chestnut bronze of enormous size, a tall grower, with stiff stem. The form is an immense globe; of the general type of Wm. Turner. Hard to beat for exhibition purposes.....	Sept. 5	Nov. 1
Golden Eagle —The long, incurving, golden petals are glorious; can be planted very close. Stem perfect, foliage quite to the flower. Height, 4½ feet.....	Sept. 5	Late	Harvard —Dark scarlet crimson. Fine for Thanksgiving. A valuable commercial red which ought to be more widely grown as it gives the necessary touch of color needed among the limited variety of late sorts. Color of Pocahontas carnation.	Sept. 30	Nov. 20
Gertrude Peers —A very fine crimson which does not burn; pure self-color, without any reverse color. Makes a good bush plant.....	Aug. 20	Nov. 1			



Hamburg Late White

	Take Bud	Blooming Date		Take Bud	Blooming Date
Glenview —A large incurving globe of dark bronze and clear red. Dwarf grower with stiff stem; easy doer; a magnificent sort for exhibition or for commerce, as the color is very pleasing. 3½ feet.....	Sept. 1	Nov. 5	Hamburg Late White —Snow-white Maud Dean ; grow like Maud Dean , but blooms will come later.....	Oct. bud	Late Dec.
			Ivory —A gem among whites; popular still.....	Aug. 20	Oct. 25
Glacier —Pure white in color, and very impressive on the exhibition table. It is enormous in diameter, deep in build, very perfect in form and			Josephine Foley —Pure white. August 25 gives an exhibition bloom. September buds give a commercial form. Splendidly round and incurved with fine stem and foliage.....		Oct. 25

	Take Bud	Blooming Date		Take Bud	Blooming Date
Jas. Fraser —Color is a deep canary yellow; flower is as large as the old F. S. Vallis at its best, and stem is absolutely rigid, with foliage right up to the flower. We recommend this variety as being one of the largest and best in its type.....	Aug. 1	Nov. 1	Mrs. Ernest Wild —Chestnut crimson with a bronze reverse. One of the most reliable varieties we have ever disseminated. Does not damp a petal. Height, five feet. Foliage droops on stem, which permits close planting of this variety.....	Aug. 15	Nov. 5
L'Africaine —Large reflexing crimson. Fine for exhibition; of easy management, color magnificent.....		Nov. 1	Mrs. Gilbert Drabble —White as snow. Stiff stem and fine foliage. Enormous incurving flower; petals claw-like, inrolling, and loosely arranged.....	Aug. 10	Nov. 1
Mrs. A. S. Watt —A sport of Wm. Turner, identical in every respect, stem, foliage and color, the only difference being that the petals reflex instead of incurving as in the case of Turner.....	Aug. 25 or later	Nov. 5	Mrs. J. Dunne —Old rose, one of the largest; grand exhibition variety; fine for collections.....	Aug. 15	Nov. 1
Mrs. Buckbee —A first-class white commercial; nicely incurved; often grown as White Bonnaffon		Nov. 1	Mrs. J. Purroy Mitchell —The color is of the purest snow, the same as the old Mrs. Weeks. The flower is enormous in size and reflexing in character.....	Aug. 20	Nov. 1
Mrs. David Syme —An extra fine exhibition white with foliage quite up to the flower; immense in size and grand in build.....	Aug. 15	Nov. 1	Mrs. J. Gibson —A phenomenal variety. Enormous alike in stem, foliage and flower; color light pink shading to deeper pink lines on ends of petals; exhibited 10½ inches deep and 10 inches across. Height, 4½ feet. Take the bud soon after.....	Aug. 1	Nov. 1
			Mrs. L. J. Reuter —A high-class bloom of purest white; petals reflex and twist, making a beautiful artistic flower.....	Aug. 20	Nov. 5
			Mrs. M. R. Morgan —A sport from Yellow Eaton which reflexes its petals and is deep Golden in color; stem and foliage identical with the parent; one of the best and most practical additions to the class of late commercials. Center well filled with petals....	Sept. 10	Nov. 10
			Mrs. Paul Moore —Fine for exhibition and also a good commercial. Color, magnificent light yellow; foliage perfectly stiff and right up to the flower. An absolutely reliable sort to handle. Height three feet.....	Aug. 25	Oct. 25
			Mrs. R. H. Boggs —When first opening this flower has a faint tinge of pink, and ultimately changes to white. This variety ranks among the best of Mr. Pockett's creations. Simply immense in size with a dwarf vigorous habit. Height, three feet. Grand exhibition variety.....	Aug. 1	Nov. 1
Mrs. E. A. Seidewitz —A very late commercial of beautiful incurving form, quite full, brilliant pink. We don't know enough nice things to say about this grand variety, especially being a late sort and of such marvelous coloring; it leaves nothing to be desired in a late pink; it is a beautiful grower, with stiff stems and good foliage. Bench the variety about June 15.....		Late Nov. and Dec.	Mrs. R. C. Pulling —Clear yellow, an English variety, tremendous in size, which has made a wonderful showing in some of the exhibitions. Height five and one-half feet. A worthy companion for Bob Pulling, and totally different.....	Aug. 10	Nov. 1
Mrs. Robinson —One of the most widely grown of whites for its date....	Aug. 25	Nov. 1			

Mrs. Seidewitz

	Take Bud	Blooming Date		Take Bud	Blooming Date
Mrs. W. E. Tricker —Enormous bloom of Enchantress pink; early exhibition variety. A stunning bloom....	Aug. 1	Nov. 1	Queen Mary —Very large, pure white, with immensely long florets; it opens with a shade of pink on the reverse, but finishes pure white; a gigantic beauty. Use the early crown as later buds show a hollow center. Early Extra for exhibition.....	crown	Nov. 1
Miss Alice Byron —Fine, substantial white for shipping or for general use. Early mid-season. Very lasting. Must be cut 8 to 10 inches from the ground on account of its woody stem. 3½ feet.....	Aug. 20	Nov. 1	Richmond —See page 17.		
Major Bonnaffon —This splendid yellow commercial still stands unrivaled; even the undersized buds are refined and beautiful though small. Our stock is in perfect health.....	Sept. 20	Nov. 5 and later	Roserie —A good, early commercial pink.....	Aug. 15	Oct. 5
Maud Dean —Good late pink commercial.....	Sept. 10	Nov. 10	Ramapo —A seedling of Col. Appleton; enormously large, fine golden yellow color, maturing October 15. Fine for early exhibitions and for early store openings.....	Aug. 20	Oct. 15
Mankato —Rosy amaranth of very large size; fine for collections. Recent novelty.....	Aug. 30	Nov. 1	Robt. Halliday —A fine October variety, rounded in form, with good stems and of good yellow color.....	Aug. 20	Oct. 15
Monrovia —Very early yellow; use early cuttings; keep them moving to without check.....	July 20	Oct. 1 to Oct. 10	Smith's Advance —See Advance.		
Meudon —An immense exhibition variety of bright pink color, and wonderfully beautiful in form. Has won innumerable prizes and medals. Splendid in stem and foliage. The largest of its color.....	Aug. 20	Nov. 1	Tiger —This is the variety named by Prest. Wilson. Very round and finely finished into a perfect incurved. A fine yellow commercial of extra good color, form and texture.....	Sept. 5	Nov. 1
Marigold —Brighter than Golden Wedding, 9 inches in diameter; stem and foliage perfect. There is no yellow that can equal it in color, size, stem and foliage, all combined in one	Aug. 20		Timothy Eaton —Can be spaced, 6 x 8 inches. Best commercial white of its date. Late cuttings give fine substantial flowers for Thanksgiving..	Sept. 10	Nov. 10
sort; finely incurved. A gorgeous to golden yellow.....	Aug. 25	Oct. 30	Tekonsha —Grand large flowering bronze for Thanksgiving—long stems, stiff, and foliage fine.....	Sept. 10	Late Nov.
Nagoya —One of the latest and finest brilliant yellows in the family, 4½ feet. A good commercial sort....	Sept. 20	Nov. 10	Unaka —A strong grower with long stems and good foliage; a fine incurved bloom from terminal buds. Color, lavender pink.....	Aug. 5	Oct. 1
Nerissa —A lovely shade of rosy lavender, grand size and beautifully incurved. Big and globular. Form extra fine.....	Sept. 5	Nov. 5			
Odessa —Enormous yellow, very bright, grand in form; unexcelled as an incurving yellow for exhibition and also a grand late commercial. Holds its place with Wm. Turner.....	Sept. 5	Nov. 5			
Oconto —A white Japanese, almost a duplicate of Donatello in all save color. A grand bush plant.....	Aug. 30	Oct. 15			
October Queen (Commercial)—Snow white, with incurving center and horizontal outer petals. Very fine as an early. Scored 93 points.....	Aug. 25	Oct. 15			
Prefet Tillier —Color a splendid scarlet-crimson; unusually good grower, that shows the brilliant color at its best. 4 feet. The very best general purpose red; last bud.....	Aug. 20	Nov. 5			



Whittier



Turner Family

	Take Bud	Blooming Date		Take Bud	Blooming Date
Wm. Rigby (Totty, 1916)—The yellow sport of Mrs. Gilbert Drabble; one of the strongest exhibition entries; lower petals 1½ inches wide. Scored 90 points.....	Aug. 10	Nov. 1	W. Mease —Bright rosy-red dwarf, handsome grower.....	Aug. 20	Nov. 1
W. H. Chadwick —Magnificent variety, without rival for finish at its date; the original ought to be called "Blush Chadwick" In perfect health..	Sept. 15	Very late	Wm. Turner —A perfect incurved variety, quite globular, snow-white, of enormous size; stands at the very head of the whole white section, and is invincible thus far on the exhibition table.....	Aug. 30	Nov. 1
Woodside —An enormous yellow, somewhat on the style of Daily Mail, but a much deeper color and broader petal.....	Aug. 15	Nov. 1	Yellow Wm. Turner —The yellow sport from Turner; a necessity for collections and for variety.....	Aug. 30	Nov. 1
White Chieftain —Has already established itself as the November 1 commercial white—the Invincible Three are Bonnaffon and Chieftain and White Chieftain . Fine for All Saints Day.....	Sept. 10	Oct. 25	Yanoma —Very late white; a variety still in demand.....		Nov. 15
			Yellow Eaton —Bright yellow sport from Timothy Eaton. For everybody's use, and for commercial purposes as well as for show, it is strictly A-No. 1.....	Sept. 10	Nov. 10

The Pompons

If you grow for a retail trade you can use any or all of the good Pompons to advantage and as you find they appeal to your patrons. For commercial growing we have marked the most profitable varieties with a “*”; these have good length stems, well-filled sprays and popular colors.

If you will note cut of *Mariana*, on page 17, we wish to call your attention to it as one of the finest of the type called “Large Flowered Pompons”; this family at the present consists of *Mariana*, *Lillian Doty*, *White Doty*, *Connie Dick*, *Illona*, *Peace*, *Helen Newberry*, and slightly differing in form of flower, *Frank Wilcox*.

Beside being beautiful in sprays, these sorts, grown one bloom to a stem, 5 or 6 stems to the plant, are as handsome as anything in the whole 'mum family, something that the public has taken to with eagerness.



Eugene Langaulet

Acto—Has dahlia-like petals, bright rose, lighter reverse.

Baby—In a class quite by itself; a fine grower with dainty foliage and stiff stems. Solid little flowers with curiously folded petals; like plump golden buttons. Very late.

Connie Dick—The novelty called the **Yellow Doty** (see description in full, page 16) is one of the finest offerings of the year in pompons.

* **Celco**—One of the brightest yellows in the family.

* **Doris**—Reddish bronze, brilliant color, very much liked; type of **Rufus**; makes a fine bunch for cutting.

* **Donald**—Light pink, ready November 10; free and profitable.

* **Eugene Langaulet**—Pompon anemone. There is nothing handsomer or more profitable among the small 'mums than this classy little shining, golden yellow Pompon, very lasting when cut and with all the good qualities required for commercial growing.

It comes right to date with a big crop of bloom from any date of propagation. One of the very latest of the Pompons, lasting till Thanksgiving.

* **Elva**—The most beautiful of white pompons, pure in color, of full, fluffy form; very early; extremely useful to every grower of cut flowers.

* **Frank Wilcox** (Synonym, **Mrs. Frank Beu**)—Fine Thanksgiving bronzy red; a good variety to cut with **Eugene Langaulet**. Try some of this grown singly.

* **Fairy Queen**—A very greatly improved Alena, has more substance, a brighter color, and is a few days earlier; the best and earliest pink pompon.

* **Golden Climax**—One of the best golden yellows; will be in heavy demand. Very free and long stemmed.

* **Hilda Canning**—One of the prettiest, most distinct, and valuable of recent pompons; brilliant bronze, neat and compact, very lasting, and late; fine habit and "bunches" liberally.

* **Helen Newberry**—The most perfect and latest of the white Pompons. A proportion of the stock should be grown to single blooms—six to a plant.

* **Harvest Moon**—Clear golden yellow, of medium size; plant very prolific; blooms Oct. 20 to 25.

* **Inga**—Bright red of beautiful shade, fine size, and elegant form; one of the earliest. Always in heavy demand.

* **Illona**—Lovely shade of rosy lavender, belongs in the section of Large Pompons; has long stems and fine, large flowers nicely displayed. November 10th. Extra fine.

* **Ida**—By far the best true yellow of its date, Oct. 20th—fine producer to the plant, with good stems.

* **Jules La Gravere**—The very best of the dark crimsons; a late variety. Extra.

* **Katie Manning**—Very early yellow, extra good; can be cut for three weeks; opens flat, gradually reflexing into a globe.

* **Klondike**—One of the most beautiful yellows in the family; extra fine.

* **Lillia**—Tall, stiff stems; good sized flowers freely produced; grand red color. A gorgeous variety.

* **Little Gem** (Smith's novelty of 1917)—An inch in diameter, type of **Baby** from which it is a seedling; color lovely lavender pink absolutely distinct; scored very high at Cleveland in 1916.

* **Leota**—Daybreak pink, much like **Minta**, with better habit and stem.

* **Lillian Doty**—Much the best pink of the larger flowered Pompons. A wonderful grower, producing enormous quantities of clear pink flowers on very long stems. A grand and beautiful pink variety.

* **Minta**—Lovely Enchantress pink, form of a **Feverfew**. Very free. Beautiful pot plant.

* **Madge**—An extra good, symmetrical, golden yellow. Early mid-season—nothing finer in yellows.

* **Mrs. Frank Beu**—(See **Frank Wilcox**.)

* **Mrs. Francis Bergen**—Creamy white with center of rosy pink shading to light pink; blooms October 25th. Highly recommended.

* **Nordi**—Pure white, maturing Nov. 10th to Thanksgiving, on strong, wiry stems; very free and satisfactory.

* **Neola**—Light pink, on strong, stiff stems; large flowered, maturing Nov. 15th to 25th.

* **Niza**—Delicate shell pink; very valuable owing to its being the very earliest of its color—matures Oct. 10th—medium sized blooms on dwarf plants.

* **Peace**—Winner of the C.S.A. cup; a strong grower with long stems and fine large flowers, color white changing to pink; a very lovely new variety; raised by John Hartje of Indianapolis.

* **Rufus**—One of the finest and freest of the reddish orange shades; color very bright. Like an earlier **Mrs. Frank Beu**.

* **Skibo**—Earliest of all; opens bronze, maturing into yellow.

* **Seur Melanie**—Of good size, early mid-season; pure snow-white.

* **Savannah**—One of the very best yellows—follows **Ida**; has all the necessary requirements of a paying Pompon.

* **Veta**—Pure white—very free—matures Nov. 1.

* **White Doty**—Pure white sport from **Lillian Doty**; "Large Flowered," on long stems; a grand novelty.

* **Western Beauty**—Deep rose-pink, the very best pink we have yet seen in Pompons; flower of good size for a Pompon; freely borne, and of beautifully perfect form. Late mid-season.

THE "CAP" FAMILY

A strain specially suited for growing in pots, making neat, compact bouquets of bloom; every retail florist should have some of this stock; all dwarf and bushy in habit.

Kathleen Thompson—Crimson.
Lilac Caprice—Deep violet.
Yellow Caprice—Clear yellow.
Purple Caprice—Royal purple.
Butler's Caprice—Deep pink.
Crimson Source d'Or—Very rich crimson.
Lizzie Adcock—Deep yellow.

} All, \$4.00 per 100

Single 'Mums

The commercial grower can plant with profit *Mrs. Buckingham*, *Mrs. Godfrey* and *Bronze Buckingham*; the balance of this list comprises the most durable and beautiful of known varieties especially useful for general growers for their home markets; in fact, they add wonderfully to the attractiveness of any general collection of 'mums; for window decorations, they are inexpensive in production, and produce an effect out of all proportion to their cost.

BERTHA FAIRS

An unusually beautiful single variety, very true to type, color rosy salmon, free in bloom, of fine habit; an extra good decorative kind.

Novelty—\$3 per dozen; \$20 per 100.

BRONZE BUCKINGHAM

The best commercial single in existence is **Mrs. W. Buckingham**, the early rose-colored variety; this novelty is a sport from it, of the most startling shade of rosy-copper; its splendid habit, freedom and earliness all make it a real acquisition.

Novelty—\$3 per dozen, \$20 per 100.

CEDDIE MASON

A fine crimson-scarlet, long-stemmed, very free, with golden center; very showy; always in heavy demand; this year we have a very heavy stock; a startling color and a fine keeper.

GARZA

The single white Anemone; a beautiful variety with very stiff stems, nicely branching, blooming in sprays; florets stiff and ray-like, snow-white with golden center. An elegant cut flower.

GOLDEN STAR

Glistening and intense gold, of fine size, enormously productive, and one of the longest stemmed.

The latest of the yellow singles.

GOLDEN MENSA

The golden sport from **Mensa**, identical in all save color.

ISABEL FELTON

Light golden yellow, of great size, but with stiff floret, and small eye in comparison to size.

Blooms carried on long, stiff stems; popular with all who have grown it.

MENSA

Like a refined Shasta Daisy; a splendid keeper; a fine seller.

MARY RICHARDSON

A lovely shade of golden terra cotta or rosy bronze; one of the best.

MRS. WM. BUCKINGHAM

The queen of the singles, a big, flat flower with petals of wonderful texture, the loveliest shade of soft rose pink—very lasting both on and off the plant—long stemmed and can be planted close; one of the very best sellers. A true commercial, coming in very early.

While other singles are highly valued for the home-trade, "**Buckingham**" and "**Bronze Buckingham**" are the only two that are in demand by wholesale dealers; these two have wonderful texture.

MRS. E. D. GODFREY

Light pink, very finest for Thanksgiving; a strong grower and used in very large quantity.

PHYLLIS BRYANT

Sulphur yellow; form very fine; extremely free. Beautiful in habit, with long stems; the form is perfect, the bloom regular and smooth as ivory.

ROYALTY

A medium sized flower with leathery texture and of crimson-wine color; very late—good for Thanksgiving. A bright, showy color, with golden cushion center.

INDEX AND PRICE LIST OF CHRYSANTHEMUMS

Advance	\$ 3.00 per 100;	\$27.50 per 1000;	Helen Newberry	3.00 per 100;	27.50 per 1000
Alice Lemon	5.00 per 100;	H. E. Converse.....	8.00 per 100;
Acto	3.00 per 100;	27.50 per 1000	Harvard	3.00 per 100;	27.50 per 1000
Adele Griswold	5.00 per 100;	Harvest Moon	3.00 per 100;	27.50 per 1000
Alice Day	10.00 per 100;	Ivory	3.00 per 100;	27.50 per 1000
Artista	10.00 per 100;	Ida	4.00 per 100;	35.00 per 1000
Baby	3.00 per 100;	27.50 per 1000	Isabel Felton	4.00 per 100;
Bob Pulling.....	10.00 per 100;	Illona	3.00 per 100;	27.50 per 1000
Butler's Cap.....	4.00 per 100;	Josephine Foley	6.00 per 100;	50.00 per 1000
Browning	10.00 per 100;	Jas. Fraser	8.00 per 100;
Boule d'Or	35.00 per 100;	Jules Lagravere	4.00 per 100;	35.00 per 1000
Bertha Fairs.....	20.00 per 100;	3.00 per doz.	Joan of Arc.....	2.00 per plant;	20.00 per doz.
Bronze Buckingham ...	20.00 per 100;	3.00 per doz.	Kathleen Thompson ...	4.00 per 100;
Bronze Unaka	20.00 per 100;	3.00 per doz.	Katie Manning	3.00 per 100;	27.50 per 1000
Chieftain	3.00 per 100;	27.50 per 1000	Klondike	3.00 per 100;	27.50 per 1000
Chas. Rager.....	3.00 per 100;	27.50 per 1000	L'Africaine	5.00 per 100;
Chrysolora	3.00 per 100;	27.50 per 1000	Lizzie Adecock	4.00 per 100;
Christy Matthewson ...	5.00 per 100;	Lilac Caprice	4.00 per 100;
Ceddie Mason	4.00 per 100;	Lillian Doty	5.00 per 100;
Chadwick Improved ...	4.50 per 100;	40.00 per 1000	Leota	3.00 per 100;	27.50 per 1000
Celco	3.00 per 100;	27.50 per 1000	Lillia	3.00 per 100;	27.50 per 1000
Crystal Gem	4.00 per 100;	35.00 per 1000	Louisa Pockett	35.00 per 100;
Col. Appleton	3.00 per 100;	27.50 per 1000	Little Gem	10.00 per 100;
Crimson Source d'Or..	4.00 per 100;	Mrs. R. H. Boggs.....	8.00 per 100;
Connie Dick	20.00 per 100;	3.00 per doz.	Mrs. Paul Moore.....	10.00 per 100;
Donald	3.00 per 100;	Mrs. Wm. Buckingham	3.00 per 100;	27.50 per 1000
Doris	3.00 per 100;	Mrs. Frank Beu.....	3.00 per 100;	27.50 per 1000
Dr. Enguehard	3.00 per 100;	27.50 per 1000	Mrs. Robinson	3.00 per 100;	27.50 per 1000
Daily Mail	5.00 per 100;	Mrs. G. Drabble.....	10.00 per 100;
December Queen	15.00 per 100;	Mrs. Ernest Wild.....	5.00 per 100;
Eugene Langaulet ...	4.00 per 100;	35.00 per 1000	Mrs. E. A. Seidewitz...	3.00 per 100;	27.50 per 1000
Early Frost	4.00 per 100;	35.00 per 1000	Mrs. W. E. Tricker....	5.00 per 100;
Earl Kitchener	10.00 per 100;	Mrs. J. Dunne.....	5.00 per 100;
Elva	3.00 per 100;	27.50 per 1000	Mrs. R. C. Pulling.....	10.00 per 100;
Early Rose	6.00 per 100;	50.00 per 1000	Mrs. W. H. Buckbee...	3.00 per 100;	27.50 per 1000
F. T. Quittenton.....	5.00 per 100;	Mrs. J. Purroy Mitchell	10.00 per 100;
Fairy Queen	3.00 per 100;	27.50 per 1000	Mrs. A. S. Watt.....	10.00 per 100;
Frank Wilcox	3.00 per 100;	27.50 per 1000	Mrs. M. R. Morgan....	5.00 per 100;
Glenview	4.00 per 100;	35.00 per 1000	Mrs. L. J. Reuter.....	5.00 per 100;
Garza	4.00 per 100;	Mrs. J. Gibson.....	10.00 per 100;
Gertrude Peers	5.00 per 100;	Mrs. Edwards	10.00 per 100;
Golden Mensa	3.00 per 100;	Mrs. F. H. Bergen.....	10.00 per 100;
Golden Star	3.00 per 100;	27.50 per 1000	Mrs. E. D. Godfrey....	5.00 per 100;
Golden Wedding	4.00 per 100;	40.00 per 1000	Mrs. David Syme.....	10.00 per 100;
Golden Glow	3.00 per 100;	27.50 per 1000	Mrs. H. S. Firestone...	2.00 each;	20.00 per doz.
Golden Eagle	5.00 per 100;	Mrs. W. Dennis.....	2.00 each;	20.00 per doz.
Golden Chadwick	4.50 per 100;	40.00 per 1000	Mrs. J. Ogden Armour.	2.00 each;	20.00 per doz.
Golden Climax	3.00 per 100;	27.50 per 1000	Miss Alice Byron.....	3.00 per 100;	27.50 per 1000
Golden Queen	4.00 per 100;	35.00 per 1000	Miss Elizabeth Smith..	10.00 per 100;
Golden Gleam	4.00 per 100;	35.00 per 1000	Miss Anola Wright....	15.00 per 100;
Glacier	10.00 per 100;	Mariana	10.00 per 100;
Helen Lee	15.00 per 100;	Maud Dean	3.00 per 100;	27.50 per 1000
Hilda Canning	10.0 per 100;	Mary Richardson	3.00 per 100;
Hamburg Late White..	10.00 per 100;	90.00 per 1000	Meuden	8.00 per 100;

Marigold	4.00 per 100;	35.00 per 1000	Royalty	5.00 per 100;
Monrovia	3.00 per 100;	27.50 per 1000	Rufus	4.00 per 100;
Major Bonnaillon	3.00 per 100;	27.50 per 1000	Smith's Imperial	15.00 per 100;
Mensa	3.00 per 100;	Smith's Advance	3.00 per 100;	27.50 per 1000
Madge	3.00 per 100;	27.50 per 1000	Skibo	3.00 per 100;	27.50 per 1000
Minta	3.00 per 100;	Soeur Melanie	3.00 per 100;	27.50 per 1000
Mankato	8.00 per 100;	Savannah	3.00 per 100;
Niphetos	10.00 per 100;	Tekonsha	10.00 per 100;
Nagoya	3.00 per 100;	27.50 per 1000	Tiger	6.00 per 100;	50.00 per 1000
Nerissa	8.00 per 100;	Timothy Eaton	3.00 per 100;	27.50 per 1000
Nordi	6.00 per 100;	Unaka	3.00 per 100;	27.50 per 1000
Neola	4.00 per 100;	Veta	4.00 per 100;	35.00 per 1000
Niza	4.00 per 100;	Western Beauty	3.00 per 100;	27.50 per 1000
Nag-ir-roc	35.00 per 100;	Wm. Rigby	15.00 per 100;
Oconto	3.00 per 100;	27.50 per 1000	W. H. Chadwick.....	4.50 per 100;	40.00 per 1000
October King	35.00 per 100;	Wm. Turner	4.00 per 100;	35.00 per 1000
October Herald	15.00 per 100;	White Chieftain	3.00 per 100;	27.50 per 1000
Odessa	6.00 per 100;	Wm. Mease	10.00 per 100;
October Queen	10.00 per 100;	Woodside	10.00 per 100;
Purple Cap	4.00 per 100;	White Doty	8.00 per 100;
Peace	4.00 per 100;	Whittier	10.00 per 100;
Prefet Tillier	3.00 per 100;	27.50 per 1000	Wm. H. Waite.....	35.00 per 100;
Phyllis Bryant	3.00 per 100;	Yellow Advance	20.00 per 100;	3.00 per doz.
Prest. John Everitt....	35.00 per 100;	Yellow Caprice	4.00 per 100;
Queen Mary	10.00 per 100;	Yellow Eaton	4.00 per 100;	35.00 per 1000
Richmond	10.00 per 100;	Yellow Wm. Turner....	8.00 per 100;
Robt. Halliday	3.00 per 100;	27.50 per 1000	Yondota	15.00 per 100;
Roserie	3.00 per 100;	27.50 per 1000	Yanoma	3.00 per 100;	27.50 per 1000
Ramapo	3.00 per 100;	27.50 per 1000			



NICOFUME

These Tobacco products have become an absolute necessity in the growing of high grade greenhouse stock, and we will be glad to fill orders entrusted to us.

These products are reliable and are under the supervision of the Pure Food inspections. See reduced prices opposite.

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8-pound can	\$10 50
4-pound can	5 50
1-pound can	1 50

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Can of 144 sheets . . .	4 00
Can of 24 sheets . . .	85

OWING to extraordinary shipping conditions this spring we advise when stock is received in damaged condition through delay or rough handling while in transit, accepting it and report the extent of the damage to your express agent and to us. We will do all in our power to adjust the matter satisfactorily. But if shipments are refused outright there is very little that can be done as all merchandise is the property of the consignee the moment the shipper receives a receipt from the express company.



Let us all work together helping the over-loaded express companies and it will be for the mutual advantage of all.

We extend our best wishes to all our valued friends in the trade, and with the slogan

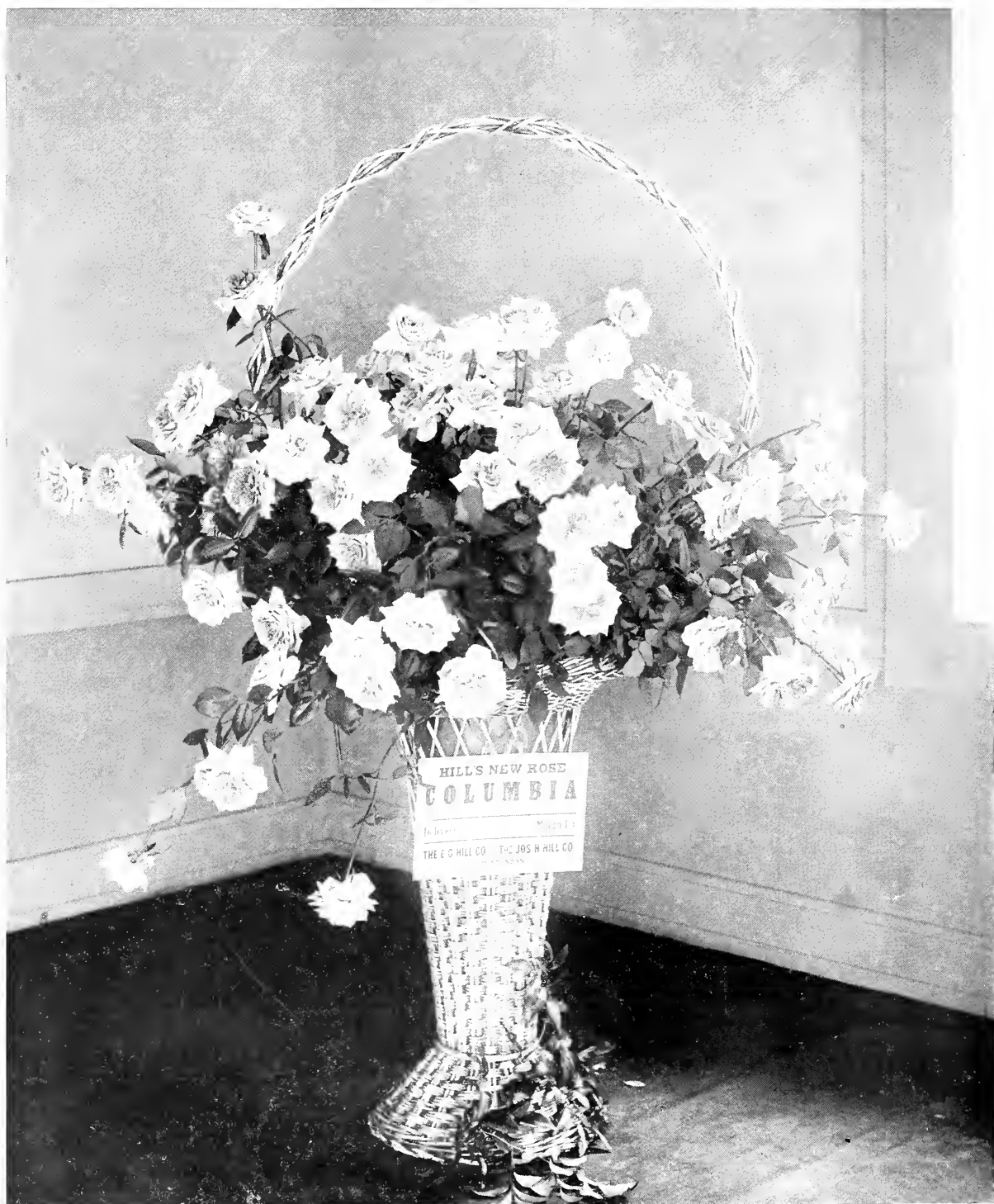
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Basket of COLUMBIA shown at the F. T. D. Meeting in Detroit
in September, 1917.